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Vol. IX, Tab 41 - Ex. 4 - Google Ad Partners All-Hands Q1 2008

Google

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Q1 2008 Ads/Partners All-Hands

Falling in love with Ads all over again...

Confidential Attorney's Eyes Only

All-Hands Agenda

- Welcome Nooglers!
- 2007 Wrap
- Focus Areas Overview
  - AdWords
  - AdSense
  - New Ads Formats
  - Analysis Products
- Q&A

Google

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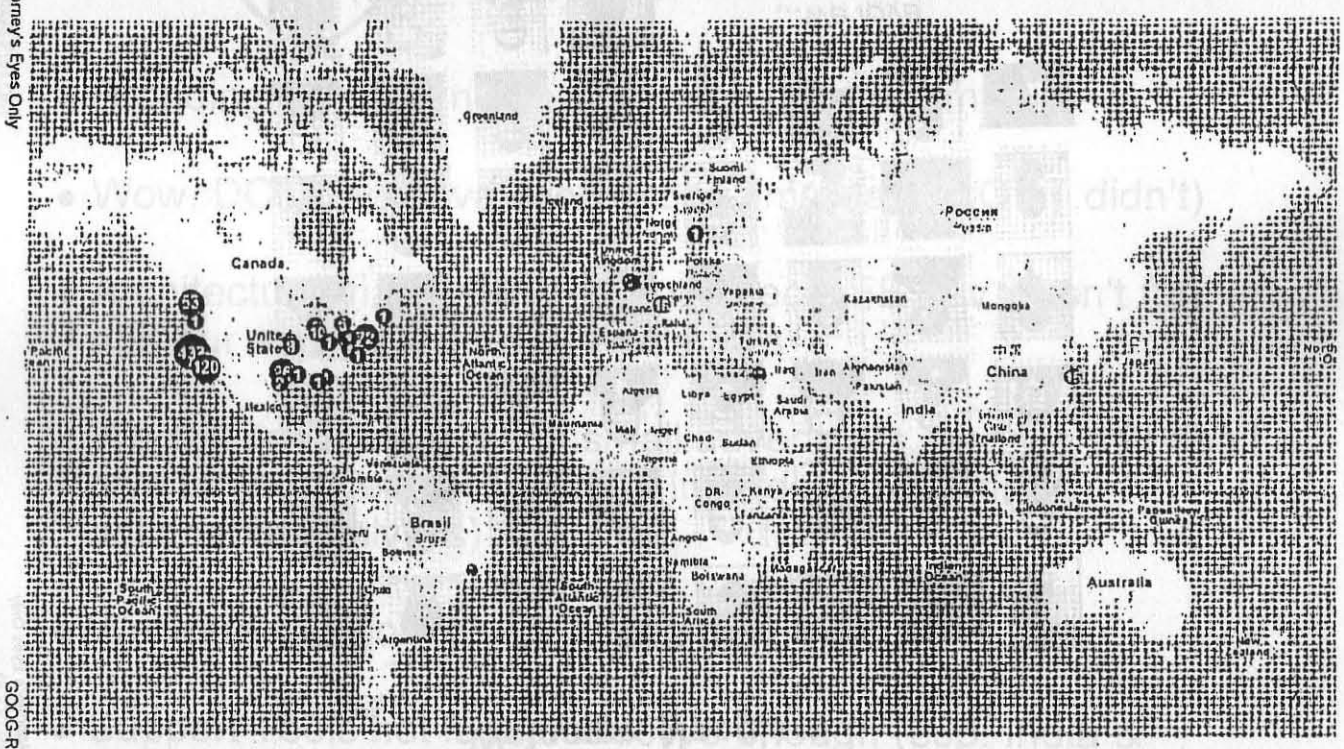
Where in the world are the ads teams?



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GOOG-RS-0079212

Welcome, Nooglers...

q4 nooglers

...we love you

Confidential Attorney's Eyes Only

2007 Heartbreaks...

- Branding/display and new formats slow to ramp up
- Wow, DCLK approval took a long time! (and AQNT didn't)
- Architecture made AWFE a bottleneck, FE dev wasn't fun, and our experience feels "kinda 90's"
- We still don't really reach small advertisers, and we still don't give large advertisers enough info (data, reporting, actionable analytics)
- We were too slow on MFA cleanup
- Support Tools not fast/productive enough (esp. India & Dublin), and Sales Ops team underloved

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2008 True Love...Ideas Made in Heaven

- Our Ads vision & strategy is consistent
  - Strong tie to Google mission
  - Focus on Measurable & Accountable advertising
  - Start with end-user relevance
  - Be a "one stop" solution for advertisers -- have a single platform that spans large and small, and enables optimization across media
- Ads 3.0 (GWT, Sybil, Storage, Data model)
- Branding/display, for real!
- Analytics & Optimization
- GRM

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Q4 2007: Things We Loved...

- **99.99% search ad serving availability**
  - *And an uneventful holiday season!*
- **Ads Review Approval Rate at 82%**
  - 3M creatives handled on December 11
- **Conversion Optimizer ramped up to ~1% of revenue**
- **Experiments improvements bear fruit**
  - PASTA, RASTA, overlapping, faster turnaround
- **Third-party reseller tools for Asia-Pacific**
- **Back-end efficiency gains**
  - New budget server
  - Budget throttling
  - DbCache infrastructure

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Q4 2007: More Things We Loved...

- **Content Ads gains 15% RPM worldwide, net +2% RPM**
  - 10 quality launches in China
  - Non-clickable backgrounds on content
- **Site CPC Launch**
- **AdSense Publisher Launches**
  - Ad Review Center
  - Server-Side Settings
- **YouTube monetization**
  - YouTube Partner Program, in-video ads, and video units
- **More international forms of payment**
  - Argentina COS, Russia credit terms, Israel direct debit, and more

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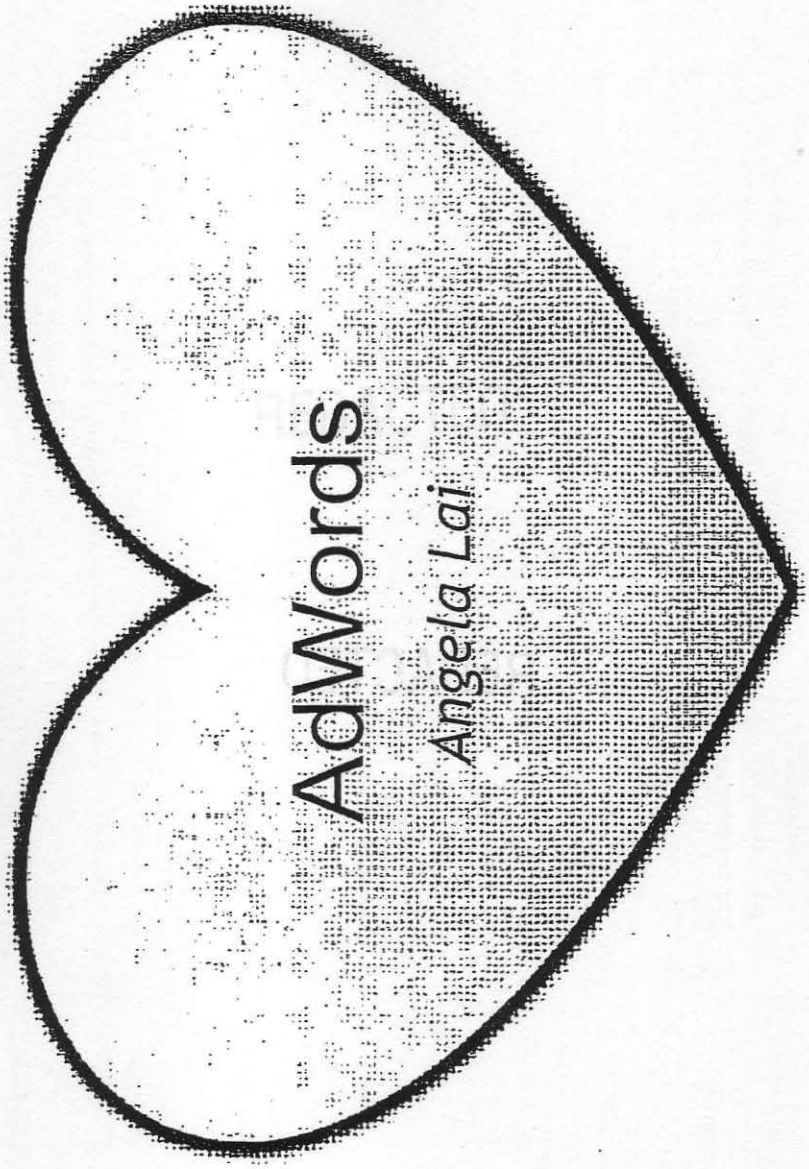

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Google AdWords

Search Advanced search

Home Reports Library Tools My Account

Settings Edit Budget. $100 / day Targeting: (English) Seattle WA, Redmond WA, Podunk WA

Messages
- New ads are not running because they have been disapproved
- Two keywords have been declined
- Landing page experiment is complete

See 3 more

All Online Campaigns »
- Camping Gear
  - Camping tents
  - Cooking gear
- Apparel
- Footwear

TV Campaigns
Radio Campaigns
Print Campaigns
Saved Searches

History Overview

Nov 26,

Edit... Pause Unpause Delete More actions

Lorem ipsum

Do or sit amet

Ad group	Status	Max CPC Bid	Impress.	Clicks	CTR	Avg. CPC
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Paused	0.00	000	000	0.00	0.00
Ad group name	Paused	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00
Total - all networks		0.00	000	000	0.00	0.00

Help Help center »
- Explain this page
- Why can't I see my ad?
- How do I view all my keywords for all my campaigns at once?
- Why can't I see my regionally targeted ads?

More.

GOOG-RS-0079222

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Google AdWords

Search

Home Reports Library Tools My Account

All Online Campaigns »
- Camping Gear
  - Camping tents
  - Cooking gear
- Apparel
- Footwear

TV Campaigns
Radio Campaigns
Print Campaigns
Saved Searches

Navbar to keep context

Help Help center »
- Explain this page
- Why can't I see my ad?
- How do I view all my keywords for all my campaigns at once?
- Why can't I see my regionally targeted ads?

More.

Settings Edit Budget: $100 / day Targeting: (English) Seattle WA, Redmond WA, Podunk WA

Messages
- New ads are not running because they have been disapproved
- Two keywords have been declined
- Landing page experiment is complete

See 3 more

History Overview

Nov 26,

Edit... Pause Unpause Delete More actions

Lorem ipsum Dolor sit amet

	Ad group	Status	Max CPC Bid	Impress.	Clicks	CTR	Avg. CPC
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☑	Ad group name	Active	0.00	000	000	0.00	0.00
☑	Ad group name	[illegible]	0.00	000	000	0.00	0.00
☐	Ad group name	[illegible]	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
☐	Ad group name	Active	0.00	000	000	0.00	0.00
	Total - all networks		0.00	000	000	0.00	0.00

GOOG-RS-0079223

Settings Edit Budget: $100 / day Targeting: (English) Seattle WA, Redmond WA, Podunk WA

Messages
- New ads are not running because they have been disapproved
- Two keywords have been declined
- Landing page experiment is complete

See 3 more

Uniform widgets

Today 7d 30d 90d 365d
Nov 26, 2007 - Dec 27, 2007

History Overview

Edit... Pause Unpause Delete More actions

Latest update Do not update

Ad group	Status	Max CPC Bid	Impress.	Clicks	CTR	Avg. CPC	Conversion Rate
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Paused	0.00	000	000	0.00	0.00	0.00
Ad group name	Paused	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Ad group name	Active	0.00	000	000	0.00	0.00	0.00
Total - all networks		0.00	000	000	0.00	0.00	0.00
Search network		0.00	000	000	0.00	0.00	0.00
Content network		0.00	000	000	0.00	0.00	0.00

Find campaigns Containing Go Show rows: 10 1 - 10 of 108

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GOOG-RS-0079224

Inline Edits

Editing 3 keywords: Save changes Cancel changes

Keywords and settings

Default bid. $0.00
Suggested bid. $0.00

Keywords	Status			
Keyword	Active	0.00	Http://	www.abcd.com?xyz
Keyword	Active	0.00	Http://	www.abcd.com?xyz
Keyword	Active	0.00	Http://	www.abcd.com?xyz
Keyword	Active	0.00	--	

Editing 3 keywords: Save changes

Not a valid currency format
Revert to previous value $0.00
1 of 2 errors Next error

Keywords and settings

Keywords	Status			
Keyword	Active	0.00	Http://	www.abcd.com?xyz
Keyword	Active	0.00	Http://	www.abcd.com?xyz
Keyword	Active	0.00	Http://	www.abcd.com?xyz
Keyword	Active	0.00	--	

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GOOG-RS-0079225

Reduce Page Transitions

Roll over a row

Ad	Column	Column	Column
Headline of the ad Buy our products soon Or at least desire them today! www.displayurl.com	1.23	1.23	1.23
Headline of the ad Buy our products soon Or at least desire them today! www.displayurl.com	1.23	1.23	1.23

Click Pencil

Ad	Column	Column	Column
New head Buy our products soon Or at least desire them today! www.displayurl.com	New head Buy our products soon Or at least desire them today! www.displayurl.com		

Save Cancel Edit destination URL

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GOOG-RS-0079226

Ads Quality

We want our users to love our ads!

Diane Tang

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GOOG-RS-0079228

Levers of Ads Quality

Targeting	Expand advertisers' targeting criteria
Disabling	Don't show bad ads at all
Prediction / Ranking	Show the best ads first
Promotion	Show the very best ads above search results
Pricing	Use economic incentives to encourage good adsS
Display (UI)	Attract attention to the most useful ads and provide more information to users

Tools: how to make the ads quality team more effective

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A look forward: 2008

Targeting	More data sources, using information from search
Disabling	What's the next approach? Issues with exact, etc.
Prediction / Ranking	**Non-/post- clicks in addition to CTR**
Pricing	Ties to disabling, bid landscapes
Promotion	**Mapping signals to outputs**
Display (UI)	**New ad formats, more information to the user, user feedback**

Tools: **monitoring, alerts, experiments, exploration, simulation**

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Flowers at 1-800-FLOWERS
1800flowers.com From $19.99. Same Day Delivery Available. Satisfaction Guaranteed.
+ Products from this advertiser

FTD® - Flowers For $17.99
www.FTD.com Send Flowers & Gifts For Less. Order Online - Same Day Delivery

Send Flowers from $19.99
www.proflowers.com Send Roses, Li
+ Products from this advertiser

Flowers - Fastest flower delivery, fast
Send flowers from ProFlowers once, and
Flowers are our business. bigger blooms,
www.proflowers.com 408 Jan 19, 2000

Flower Meanings - Flowers & Meanings
Flower Meanings Guide by ProFlo
comprehensive Flower Meanings G
www.proflowers.com/flowerguide/fl

Flowers at 1-800-FLOWERS
1800flowers.com From $19.99. Same Day Delivery Available. Satisfaction Guaranteed.
+ Products from this advertiser

Classic Floral Bouquet #1
$19.99 - Enjoy the multitude of pastels with this fresh, fragrant and classic bouquet of Asiatic Lilies, Oriental Lilies, assorted Snap Dragons, and California greens

Classic Floral Bouquet #2
$37.77 - Enjoy the multitude of pastels with this fresh, fragrant and classic bouquet of Asiatic Lilies, Oriental Lilies, assorted Snap Dragons, and California greens

Classic Floral Bouquet #3
$38.50 - Enjoy the multitude of pastels with this fresh, fragrant and classic bouquet of Asiatic Lilies, Oriental Lilies, assorted Snap Dragons, and California greens

FTD® - Flowers For $17.99
www.FTD.com Send Flowers & Gifts For Less. Order Online - Same Day Delivery

Send Flowers from $19.99
www.proflowers.com Send Roses, Lilies & other Flowers. 'Best Value' - Wall Street Journal
+ Products from this advertiser

Flowers - Fastest flower delivery, fast : flowers
Send flowers from ProFlowers once, and you'll never use flower delivery from florists again
Flowers are our business. bigger blooms, longer lasting. ...
www.proflowers.com 408 Jan 19, 2000

Flower Meanings - Flowers & Meanings - Flowers
Flower Meanings Guide by ProFlowers. Learn the History & Meaning of Flowers with this comprehensive Flower Meanings Guide
www.proflowers.com/flowerguide/flowermeanings

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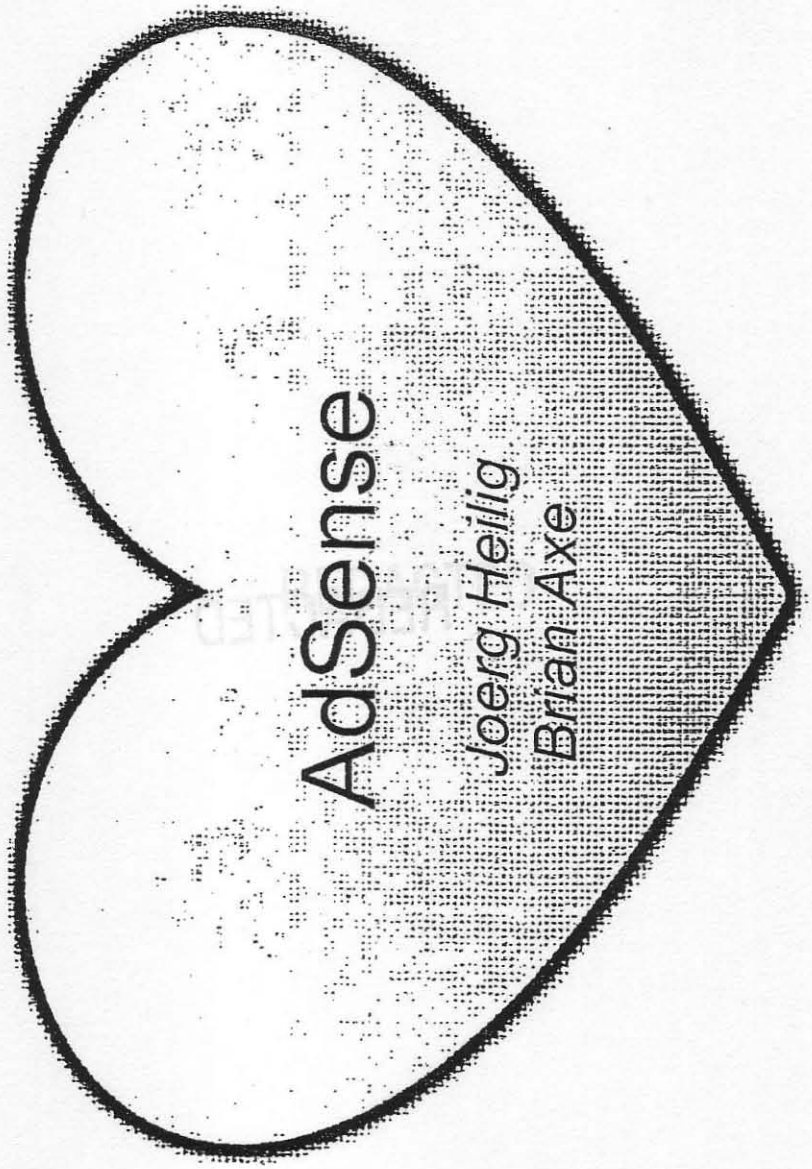
GOOG-RS-0079231



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GOOG-RS-0079236

Advertiser Transparency

Campaign Summary > Site Targeting Asian > Asian Sites

1 of 1 ad group

Ad Group: Asian Sites 227447936

Wedding Favors - Asian
Unique and Affordable Gifts
Appropriate for any wedding
www.americanbridal.com/asian
1 of 1 - view 3
FamilySafe

Active — Pause ad group | Delete ad group

View history, this ad group
View bid landscape, this ad group

Ad Group Approval Bin : Primary | Secondary | All

Summary | Keywords | Placements | Ad Variations

Feb 7, 2008 ▸ Change range

Customize columns

Network	State	Current Bid / Max CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
Search		$1.00	0	0	-	-	$0.00	-
Google	Off							
Search partners	Off							
Content			0	2,190	0.00%	$0.00	$0.00	n/a
Content network (Demographic targeting)	Off	Auto	0	2,190	0.00%	$0.00	$0.00	n/a
Placements (custom bids)	On	$1.00 Edit	0	0	-	-	$0.00	n/a
Total			0	2,190	0.00%	$0.00	$0.00	-

GETCADER REDACTED

Advertiser Control
Example - Demographic Bidding

Google

mikebarratt@btinternet.com • [illegible] • [illegible] mkennedy@google.com
[illegible]
Managed by [illegible]
Customer time zone: [illegible] (PST -08:00)

Tomasz Tunguz [illegible]

Ops Control Center | Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Website Optimizer | Conversion Tracking (PPA Beta) | Search my campaigns: Search

[illegible] > [illegible] > [illegible] > Demographic Bidding

Demographic Bidding for Deed Poll (UK - Content only)

This report shows ad performance for the last seven days on sites which offer demographic information. Those sites provided 18.6% of this campaign's total ad impressions during that time. For statistics on all ad impressions for this campaign, see your campaign summary page.

Click Edit in any row to adjust your bid for that demographic group, or to remove your ad from that group.

Traffic Report by Gender (for last 7 days)

Gender	Impr.	Clicks	CTR	Cost	Make Adjustments	
Male	[illegible]	2	0.21%	$[illegible].61	Bid + 5%	Edit
Female	[illegible]	4	[illegible]	$4.[illegible]	Bid + [illegible]	Edit
Unspecified	152	0	0.00%	$0.00		
Total	47,842	6	0.01%	$6.73		

Traffic Report by Age (for last 7 days)

Age	Impr.	Clicks	CTR	Cost	Make Adjustments	
[illegible]	[illegible]	4	[illegible]	$4.24		Edit
18-24	[illegible]	2	0.22%	$[illegible].49	Bid + 5%	Edit
25-34	2,532	0	0.00%	$0.00	Bid + 5%	Edit
35-44	961	0	0.00%	$0.00	Bid + 5%	Edit
45-54	226	0	0.00%	$0.00	Bid + 5%	Edit

How does this work?
Learn more about this report and how to use demographic bidding to optimize your campaign.

Combined Demographics Example

Females who are 35-44

When two demographics overlap, your increased bids for both are added together.

Resulting Combos
This campaign has no overlapping demographic bids.

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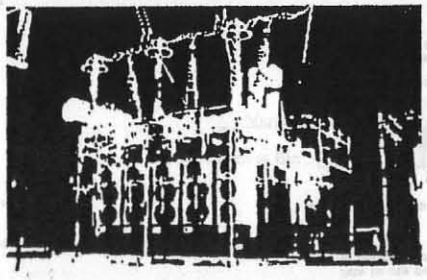
GOOG-RS-0079242

Content Ads Quality
Example: Partial Match

transformers movie

Electric Transformer
Electric Transformer guide
Find Electric Transformer
directdealdaddy.com



electric transformers

Solution:

+

=

Advertiser KWs:

transformers AND
(movie or movies showtimes)

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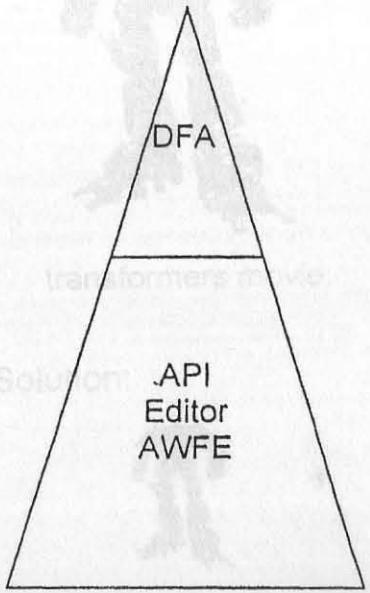
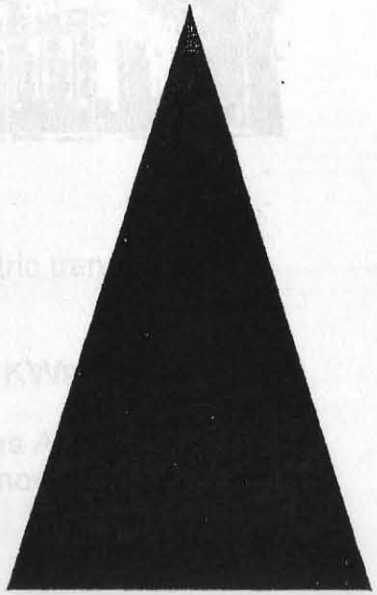
DoubleClick Integration

Advertiser Tools ⟷ Publisher Tools



Scalable
Reservation
Planning and Buying

Real-Time
Auction
(CPM/CPC/CPA)



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GOOG-RS-007245

Audience Metrics Planning Tool

Audience Metrics Tool

6.5 M
2.8%
18 B

Gadget ad sizes

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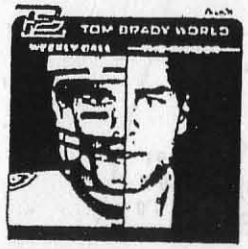
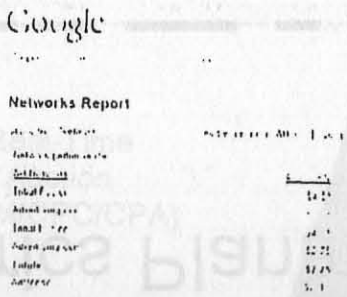
GOOG-RS-0079246

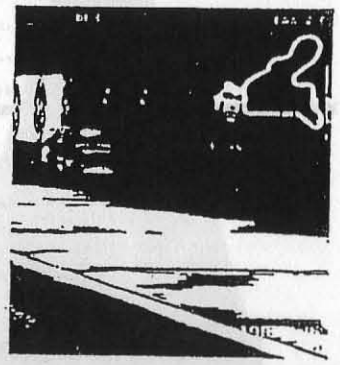
Strategy for 2008

- Improve Engaged Content Advertiser Experience
- Enter Direct Display Advertisement
- Execute on DoubleClick, MySpace, and YouTube

- Continue to innovate







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New Ads Formats

Kevin Thompson

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New Ads Formats

Audio

Print

TV

Bringing:

- Simple, automated advertiser experience
- Efficient inventory allocation through auctions
- Accountability/measurability

to traditional media advertising

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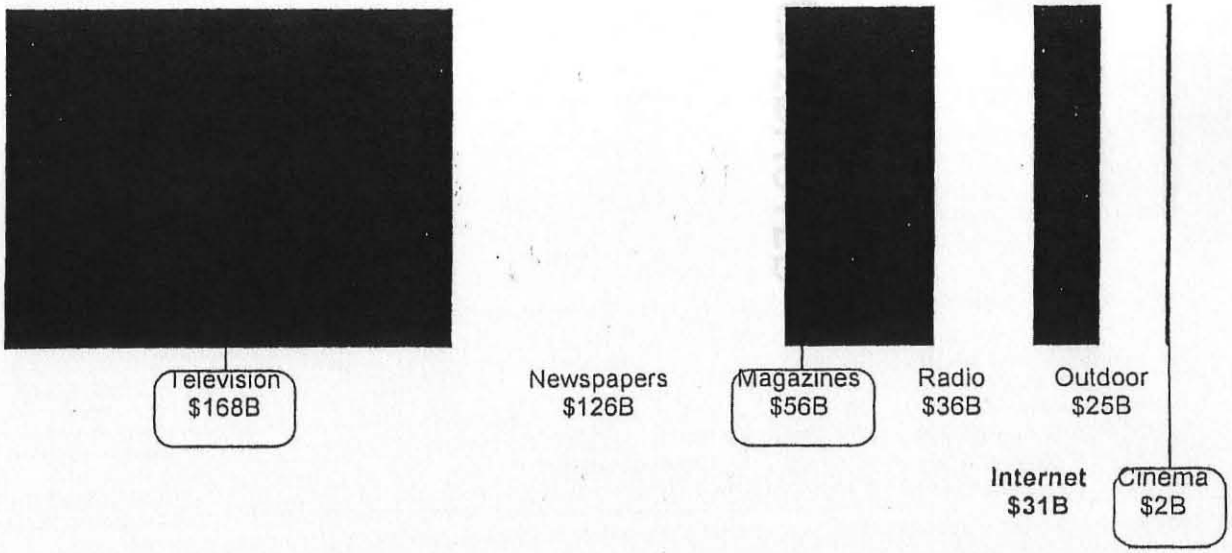
Global Advertising Spend in 2006



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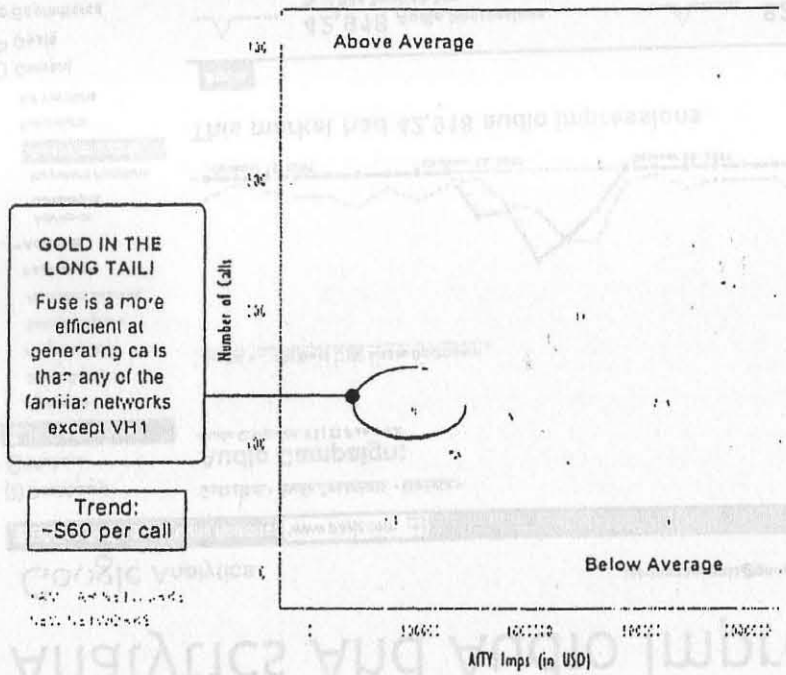
GOOG-RS-0079250

Will Getting Rid of Acne Give You Love?

Google TV Ads Provides Testing Ground, Yields Insights



GOLD IN THE LONG TAIL!

Fuse is a more efficient at generating calls than any of the familiar networks except VH1

Trend: ~$60 per call

Key Findings

- Familiar networks deliver as expected
  - Cluster around the trendline
  - VH1 most effectively reaches target audience
- More variability in new networks
  - Fuse, Fox Reality (REAL) and Lifetime Movies do better than average
  - Comedy Central and TV Land do much worse

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Analytics And Audio Impressions

Google Analytics

laodeogan+gala@google.com | My Account | Help | Contact Us | Sign Out

Analytics Settings | View Reports: www.payjr.com | My Analytics Accounts: PAYjr

- Dashboard
- Visitors
- Traffic Sources
  - Overview
  - Direct Traffic
  - Referring Sites
  - Search Engines
  - All Traffic Sources
  - Keywords
  - AdWords
    - AdWords Campaigns
    - Keyword Positions
    - Audio Campaigns
    - Campaigns
    - Ad Versions
- Content
- Goals
- Ecommerce

Settings

Email

Overview • Audio Campaigns • Map Overlay

Audio Campaign:

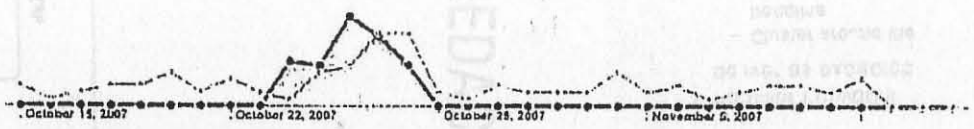
Audio Campaign #3 | El Paso TX

Oct 15, 2007 - Nov 15, 2007

Comparing to: Site

Export | Email | Add to Dashboard

Visits | Audio Impressions



This market had 42,918 audio impressions

Audio

Views:

42,918 Audio Impressions
% of Site Total: 12.74%

82 Spots
% of Site Total: 11.42%

$46.70 Cost
% of Site Total: 12.99%

$1.09 CPM
Site Avg: $1.07 (1.99%)

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GOOG-RS-007925

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GOOG-RS-007925

Analysis Products Focus

Provide the tools and technologies that drive analysis and visualization of data.

Two Key Strategic Objectives

Advertising Impact: Increase advertising adoption and spend.

Business Engagement: Convert tools into marketing platform.

All traffic sources sent a total of 56,578 visits

26.21%

48.66%

25.12%

Hit me with your best shot....

Q&A

https://qdb.corp.google.com/questions/2721

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Thanks to the all-hands team!

- Jill Huchital
- Japjit Tulsi
- Peter Kellis
- Kim Weisberg
- Sara McCleskey
- Yasi Farahmand
- Maria Rodriguez

Google

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